

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	61	\$18,402.36	\$12,881,650
44-45	Retail Trade	63	\$16,026.20	\$11,218,343
722	Food Services & Drinking Places	54	\$2,376.15	\$1,663,306
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	65	\$2,023.35	\$1,416,347
4411	Automobile Dealers	65	\$1,684.43	\$1,179,099
4412	Other Motor Vehicle Dealers	66	\$164.62	\$115,234
4413	Auto Parts, Accessories & Tire Stores	65	\$174.31	\$122,014
442	Furniture and Home Furnishings Stores	57	\$628.58	\$440,003
4421	Furniture Stores	59	\$425.49	\$297,842
4422	Home Furnishings Stores	53	\$203.09	\$142,161
443, 4431	Electronics and Appliance Stores	57	\$184.14	\$128,901
444	Bldg Material & Garden Equipment & Supplies Dealers	60	\$914.48	\$640,134
4441	Building Material and Supplies Dealers	59	\$827.86	\$579,503
4442	Lawn and Garden Equipment and Supplies Stores	61	\$86.62	\$60,631
445	Food and Beverage Stores	61	\$3,467.02	\$2,426,914
4451	Grocery Stores	62	\$3,256.07	\$2,279,248
4452	Specialty Food Stores	60	\$106.23	\$74,359
4453	Beer, Wine, and Liquor Stores	55	\$104.72	\$73,306
446, 4461	Health and Personal Care Stores	67	\$530.20	\$371,142
447, 4471	Gasoline Stations	69	\$2,522.45	\$1,765,718
448	Clothing and Clothing Accessories Stores	58	\$700.75	\$490,526
4481	Clothing Stores	59	\$567.45	\$397,215
4482	Shoe Stores	55	\$123.31	\$86,318
4483	Jewelry, Luggage, and Leather Goods Stores	54	\$9.99	\$6,993
451	Sporting Goods, Hobby, Musical Instrument, and Book	55	\$260.49	\$182,341
4511	Sporting Goods, Hobby, and Musical Instrument Stores	56	\$210.48	\$147,335
4512	Book Stores and News Dealers	55	\$50.01	\$35,006
452	General Merchandise Stores	62	\$2,715.30	\$1,900,708
4522	Department Stores	58	\$222.17	\$155,516
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	62	\$2,493.13	\$1,745,192
453	Miscellaneous Store Retailers	63	\$378.78	\$265,148
4531	Florists	61	\$18.63	\$13,039
4532	Office Supplies, Stationery, and Gift Stores	56	\$53.89	\$37,723
4533	Used Merchandise Stores	59	\$47.95	\$33,562
4539	Other Miscellaneous Store Retailers	66	\$258.32	\$180,824
454	Nonstore Retailers	61	\$1,700.66	\$1,190,461
4541	Electronic Shopping and Mail-Order Houses	60	\$1,452.64	\$1,016,851
4542	Vending Machine Operators	66	\$26.11	\$18,275
4543	Direct Selling Establishments	63	\$221.91	\$155,335
722	Food Services & Drinking Places	54	\$2,376.15	\$1,663,306
7223	Special Food Services	54	\$8.53	\$5,971
7224	Drinking Places (Alcoholic Beverages)	53	\$55.62	\$38,937
7225	Restaurants and Other Eating Places	54	\$2,312.00	\$1,618,398

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.